

Message Text

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ACTION EUR-12

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TAGS: BEXP, UK
SUBJECT: COUNTRY COMMERCIAL PROGRAM: PRELIMINARY FY '79
INPUT (UK)

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FOR COMMERCE

1. FOLLOWING ARE DRAFT CAMPAIGNS AND SPECIAL ACTIVITY
OUTLINES FOR SUBJECT PROGRAM.

A. CAMPAIGNS:

1. COMPUTERS AND PERIPHERAL EQUIPMENT:
DESPITE THE U.K. ECONOMIC PROBLEMS THE COMPUTER AND PERI-
PHERIAL FIELDS STILL REMAIN HEALTHY AND APPEARS WILL DO
SO THROUGH FORSEEABLE FUTURE. THE U.S. STILL MAINTAINS
A LEAD OVER ALL OTHERS IN THIS SPHERE AND WITH THE
DEVELOPMENT EMPHASIS IN MINI AND MICROCOMPUTERS A MAJOR
TRADE CENTER SHOW FEATURING MICRO/MINI COMPUTERS AND
PERIPHERALS FOR FY '79 IS RECOMMENDED DURING JANUARY.
THIS MONTH HAS BECOME A TRADITIONAL MINI-COMPUTER EXHI-
BITORS MONTH AND BUYERS THROUGHOUT U.K. NOW SCHEDULE
THEIR PURCHASING PLANNING AROUND OUR SHOW MONTH.

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2. ELECTRONIC INDUSTRIES PRODUCTION & TEST EQUIPMENT
& COMPONENTS:

THE ORIGINAL EQUIPMENT MANUFACTURERS ELECTRONICS MARKET
IS SHOWING SIGNS OF RECOVERY AND UPDATED MARKET RESEARCH
FOR "ELECTRONIC PRODUCTION AND TEST EQUIPMENT" FORECASTS
STEADY GROWTH AHEAD. ACTIVE PROMOTION OF THIS IMPORTANT

COMMODITY AREA IS RECOMMENDED WITH A LONDON TRADE CENTER EVENT FEATURING ELECTRONIC PRODUCTION AND TEST EQUIPMENT AND COMPONENTS IN FY '79. EXPERIENCE INDICATES THAT EIPT IS NOT BROAD ENOUGH TO PROVIDE TOTAL MARKET COVERAGE. COMBINED WITH COMPONENTS EIPT SHOW WOULD INSURE GREATEST POSSIBLE SUCCESS.

3. BUSINESS EQUIPMENT:

THE U.K. MARKET FOR BUSINESS EQUIPMENT IS EXPECTED TO RISE FROM 617.2 MILLION DOLLARS IN 1975 TO 1,050 MILLION BY 1979. RESULTS FROM THE RECENT LONDON TRADE CENTER SHOW IN THIS COMMODITY AREA INDICATES A HEALTHY GROWTH MARKET FOR U.S. MANUFACTURERS. RECOMMEND A LONDON TRADE CENTER SHOW COVERING THE LATEST TECHNOLOGICAL DEVELOPMENTS IN BUSINESS EQUIPMENT FOR FY 1979.

4. LABORATORY, SCIENTIFIC AND MEDICAL INSTRUMENTATION:

HMG AND PRIVATE RESEARCH SPENDING SHOULD RISE FROM PRESENT LOW LEVELS IN 1978-79 AND PROVIDE OPPORTUNITIES FOR U.S. EXPORTERS PROVIDED THE U.S. EQUIPMENT REMAINS COMPETITIVE.

5. SECURITY SYSTEMS:

TWO-HIGHLY SUCCESSFUL LTC PRESENTATIONS IN 1975 AND 1977 GUARANTEES THIS SECTOR FOR U.S. PRODUCTS AND TECHNOLOGY. THERE IS LITTLE IF ANY COMPETITION, FOREIGN UNCLASSIFIED

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OR DOMESTIC, INSUFFICIENT KNOWLEDGE OF STATE OF THE ART IN THE U.S., AND INTENSE INTEREST BECAUSE OF RAPIDLY RISING U.K. CRIME RATES. IFFSEC SHOW WILL BE SCHEDULED DURING THIS PERIOD AND WE COULD PARTICIPATE IN THIS OR AN LTC SHOW SCHEDULED AT A RESPECTABLE DISTANCE FROM IFFSEC.

6. SUBSEA EXPLORATION AND DEVELOPMENT SYSTEMS AND EQUIPMENT:

SPIN-OFFS FROM THE OIL EXTRACTION ACTIVITY OF THE PAST DECADE LIKELY TO REQUIRE U.S. TECHNOLOGY AND EQUIPMENT INCLUDE THE ORGANIC CHEMICALS SECTOR (UTILISING NORTH SEA NATURAL GAS DEPOSITS) AND SUBSEA MINING. THE CAMPAIGN WILL HINGE ON THE RESULTS OF WHAT EMBASSY

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PRESUMES WILL BE A LARGE OFFICIAL U.S. PRESENCE AT
THE SOCIETY OF PETROLEUM ENGINEERS' SPONSORED OFFSHORE
SHOW AT EARL'S COURT IN NOVEMBER 1978.

7. METALWORKING AND FINISHING EQUIPMENT:

(INCLUDES PLANT MAINTENANCE AND FOUNDRY EQUIPMENT).
CAPITAL EQUIPMENT INVESTMENT SHOULD PICK UP IN 1978-79
AND IS ALREADY EVIDENT IN THE AILING FOUNDRY INDUSTRY,

8. AVIONICS AND AVIATION EQUIPMENT:

CURRENT INDICATIONS SHOW THAT THE AVIATION/AVIONICS
MARKET IS MAKING A SLOW RECOVERY IN THE UK/EUROPEAN
AREA. GENERAL AVIATION IS EXPECTED TO BE MORE ACTIVE
IN 1979 AND BUSINESS INFORMATION OFFICE IN THE SEPTEMBER
1979 CRANFIELD LIGHT AVIATION SHOW IS RECOMMENDED.

B. OTHER ACTIVITIES:

1. CONSUMER GOODS:

U.S. CONSUMER GOODS CONTINUE TO HAVE THE POTENTIAL TO
GAIN AN INCREASED SHARE OF THE U.K. MARKET. DURING
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THE PERIOD OF FY '79 THE U.K. ECONOMY SHOULD BE GAINING

STRENGTH AND GENERAL RETAIL SALES SHOULD INCREASE.
WHEN PRICE, QUALITY, TECHNOLOGICAL INNOVATION AND
VARIETY ARE CONSIDERED, U.S. GOODS HAVE ONLY BEGUN TO
REALIZE POTENTIAL OF THIS MARKET. WE WOULD PLAN TO
STAGE ONE IN-STORE PROMOTION DURING FY 1979.

2. DATA COMMUNICATIONS:

WITH THE GROWTH AND DEVELOPMENT OF THE COMPUTER INDUSTRY
IN GENERAL, THE DEMAND FOR INTERFACING EQUIPMENT FOR
DATA COMMUNICATIONS IS ALSO KEEPING PACE. RECOMMENDED
THAT DATA PROCESSING EQUIPMENT BE INCLUDED IN THE FY '79
C.C.P. AS A SPECIAL ACTIVITY ITEM.

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